REACHING EVERY HOME In The GREATER CUCAMONGA DISTRICT

The CUCAMONGA News

SERVING CUCAMONGA, ALTA LOMA, ETIWANDA Supplement To Upland News Price 10c Single Copy Thursday, Feb. 8, 1962

Public Supports South Devore Cutoff Route

Overwhelming support of the southern-most route of the proposed Devore Cutoff freeway was voiced by those attending the State Department of Highways hearing in Etiwanda on Feb. 1.

The only opposition at the hearing came from representatives of Chaffey Union High School District which owns a 40-acre site about 300 feet from the route at its Highland Ave. crossing.

C. V. Kane, district engineer for the Highway Department, said the south route would be about $1.5 million cheaper to construct than the northern route favored by Chaffey District officials. He also said it would be 1.24 miles shorter and save motorists about $20 million more over a 20 year period.

Another alternate, apparently favored by Kane, is a south route which would parellel Adams Ave. Kane said this route, slightly cheaper and shorter, would permit development on both sides of Adams. A group of about 15 property owners presented a petition opposing the shorter route parelleling Adams.

Cost of the route favored by the majority of the 250 in attendance was estimated at $26.4 million.

State Senator Stanford C. Shaw said, "I favor the shortest route, the least expensive and the one that gives the greatest benefit to motorists."

It was suggested at the hearing that Chaffey District officials could sell the 40-acre future school site and purchase another if the location to the proposed freeway was undesirable.

Kane told the audience that it would take at least three years for the engineering and right of way work.

The favored route, labeled the "red" route at the hearing, runs on a diagonal to Devore from the Santa Fe tracks south of Foothill Blvd. and west of Etiwanda Ave. The northern route, labeled the "blue" route, doesn't start the diagonal run until it passes Highland Ave.

A representative of the Riverside County Flood Control District said his group was opposed to the "blue" route because of flood control problems.

Kane said the Devore Cutoff would have to be financed entirely with state funds because it is not in the system of Federal Aid to Secondary Roads. He said it is likely that the portion from Devore to Highland Ave. or from Devore to the San Bernardino Freeway would be built first.

Backing the "red" or southern route was the Ontario City Council represented by City Manager Harold Martin, the Wrightwood Property Owners Association and the Corona Chamber of Commerce.

Norco property owners urged the adoption of a "suitable route" because of the high accident rate of the present road through Norco.

The Devore Civic Association didn't recommend either route, but said recommendations would be made when considerations were made for interchanges and on-and-off ramps.

Kiwanian Of The Week

by Jack Frost

Frank Penn has two important jobs to fulfill in Kiwanis. As Vice President he must be able to step into the Presidents job at any time needed and as program chairman he has the not-to-be envied job of ensuring 52 programs of an interesting and varied nature during the year.

Frank is well suited to this job due to his varied background and interests. Most people in the area know him as the genial co-owner of that fabulous Magic Lamp on Foothill but to others he is known as a flying and boating enthusiast.

He has a private pilots license and this, he says, is his major interest. Both Frank and his wife Mary Edith are interested in power boating and are members of the U.S. Power Squadron under the Coast Guard.

The Penns have three children, Fred, Ron and Beverly. Fred is married, has two children and is following in his dad's footsteps as manager of a large restaurant in Monrovia. Ron attends Pomona College and is majoring in International Relations. Beverly is a Jr. at Upland High.

Frank has resided at the Magic Lamp since it was built in 1954. He comes from the Lone Star state and has attended Texas Christian and Southern California Universities with a major in Hydraulic Engineering.

Mary Edith comes from Arkansas. She was president of the Sierra Madre Crippled Childrens Guild for two years when they resided in that area.

Frank belongs to the Bellflower Masonic Lodge and presently serves on the advisory board for the two local state penal institutes at Corona and Chino.

Speaker for Feb. 15 will be Mr. Bert Wiley who will be principle of the new High School to be opened in Alta Loma in 1963. This will also be a Ladies day luncheon for wives of the members.

Alta Loma PTA To Install New Officers

Mrs. Richard Curry, President of the Alta Loma Parent-Teacher Association, has announced that the newly elected officers of the association will be installed at the next regular meeting on March 1.

Mrs. Millard Herr will assume the duties of President. Other officers elected include: Mrs. Robert Schmidt, Vice-Pres.; Mrs. J. M. Flocker, 2nd Vice-Pres.; Mrs. Kenneth Henrichsen, Secretary; Mrs. Margaret Livingston, Treasurer; Mrs. Clarke Boesen, Historian, and Mrs. Richard Curry, Parliamentarian.

The Founders' Day meeting on February first was rich in local history of the area.

Mrs. Marvin Brandt gave the history of the Alta Loma Parent -Teacher Association and Mrs. George Stamm presented an interesting talk on the development of the town. Mrs. Jack Whitney introduced the special guests of the day, past presidents of the P.T.A.

Mrs. Robert Lamb told the purpose of the Honorary Life Membership Fund. Mrs. A. T. Arbezzi and Mrs. Millard Herr presented the Honorary Life Membership Awards to two outstanding youth volunteer workers, Mrs. George Stamm and Mrs. Lee Hunter.

Chaffey College Planners To Meet

Another meeting of the Chaffey District Planning Committee has been set for 7:30 p.m., Tuesday, Feb. 13.

Dr. William Briscoe, hired to investigate the many aspects of Chaffey College financial problems, will submit his report and recommendations.

Another tentative item for the agenda will be a discussion of the possibility of an over-ride tax election for current operations.

Metro Water Case Goes To High Court

Metropolitan Water District officials have expressed gratification that the State Supreme Court has agreed to pass on the validity of the District's contract with the State for the delivery of Northern California water to the District.

The Court announced on Jan. 31 that it would hear the case as requested by the District.

Under the terms of the contract the District will ultimately receive 1,500,000 acre-feet annually of water to be made available by facilities to be financed from funds provided by the California Water Resources Development Bond Act approved by the voters Nov. 8, 1960.

Charles C. Cooper, Jr., District General Counsel, pointed out that the terms of the contract call for such a court test.

He stated that the Supreme Court will hear oral arguments in Los Angeles on Sept. 11. However, all of the documents and written arguments must be filed with the Court by June 8 for its study.

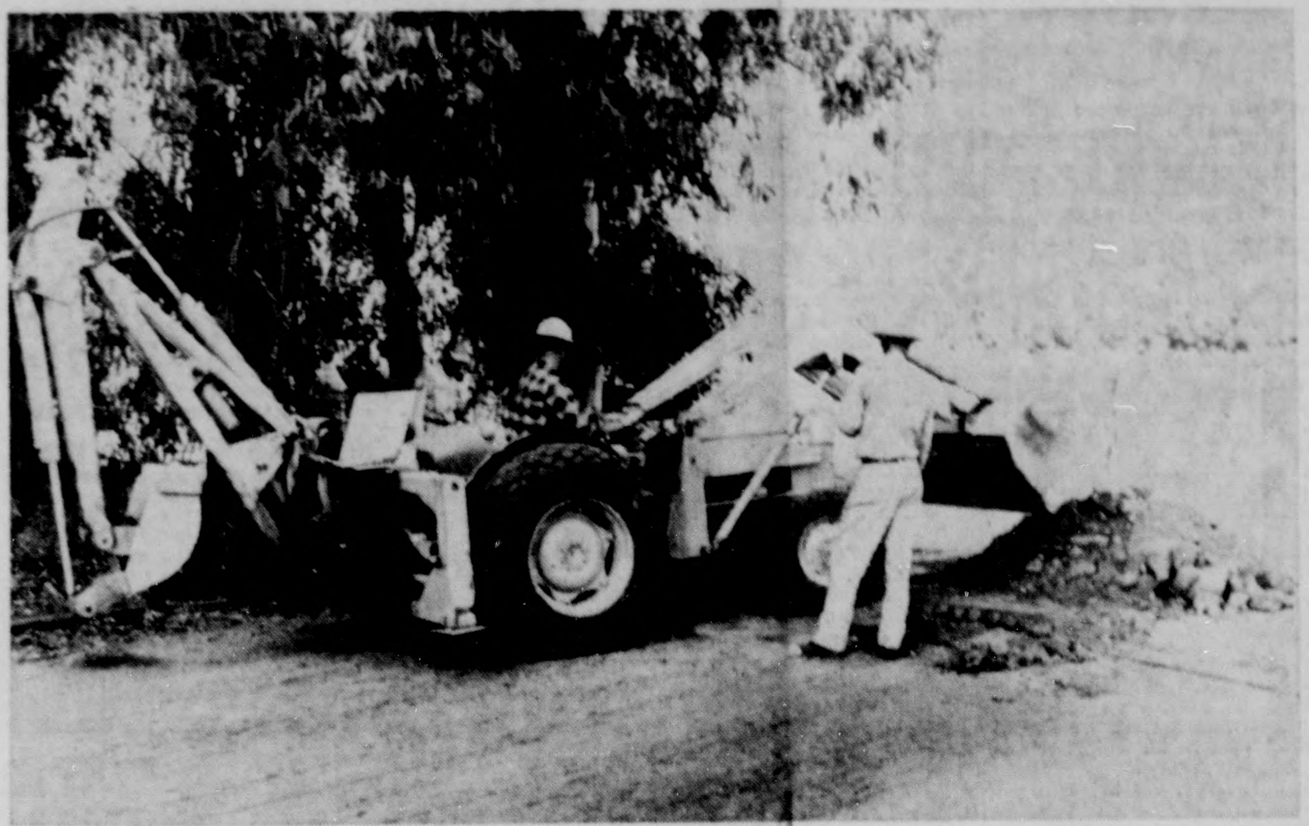
"With the Supreme Court exercising jurisdiction, months and even years of delay in the lower courts will be averted," Cooper declared.

"Present plans call for the initial delivery of northern water to Southern California in 1971 or 1972, and it is imperative that all possible legal questions be settled rapidly," he stated.

The District's contract if sustained by the Court, will serve as the model for all other contracts entered into by the State with other water agencies throughout the State.

The Metropolitan Water District, which presently is furnishing Southern California with a supplemental water supply from the Colorado River, is the largest wholesale water agency in the State and will be the major distributing agency of northern water on the coastal plain of Southern California.

A bumper crop of dates this year will reflect favorably on the exhibits of the National Date Festival and Riverside County Fair at Indio which runs Feb. 16th through 25th.



EMPLOYEES of the Cucamonga District Water Department are continuing the installation of water and sewer lines brought south from San Bernardino St. Above the workers are shown preparing for the installation of a 4-inch, high pressure irrigation line across Vineyard Ave. just south of Foothill Blvd.

Planners Set Two Area Hearings

Included on the agenda of the San Bernardino County Planning Commission for the Thursday, Feb. 15 meeting will be a hearing scheduled for 10:15 a.m. on a site approval application of the Etiwanda School District. The application seeks approval for an elementary school in an A-1 district on Rochester south of Base Line.

Another hearing on the petition of Elizabeth Belk et al is set for 2:15 p.m. This petition is for a zone change from R-3 to C-2 on the north side of Foothill Blvd. east of Hellman Ave. in Cucamonga.

Jagusch Aboard Navy Destroyer

Frederick M. Jagusch, seaman, USN, son of Mr. and Mrs. Frederick C. Jagusch of 9215 Callevesar St., Cucamonga, is serving aboard the radar picket destroyer USS McKean, one of 23 U.S. and Canadian Navy ships which arrived, Jan. 12, at Pearl Harbor, Hawaii, enroute to join the Seventh Fleet in the Western Pacific.

The ships were scheduled to depart Hawaii, Jan. 22, to begin a six-month tour of duty with the fleet.

During the cruise, the McKean will operate as a unit of the Formosa Patrol and will conduct training exercises.

In addition, the radar vessel is scheduled to visit ports in Japan, the Philippine Islands, Hong Kong and Formosa.

January Crop Report Reveals Rainfall, Cool Weather Benefits

WEATHER:

Rain and snow which fell throughout the county during the month was very beneficial to all farmers. Rainfall, totaling over three inches in most San Bernardino Valley locations, helped alleviate drought conditions for dry land farmers and saved irrigation costs for citrus growers and other crops under irrigation practices. Heavy snowfall in the mountain areas will appear later as underground and surface water.

Wind machines and orchard heaters were used a few nights during the month when temperatures dropped below the freezing level. No significant damage to any crop is in evidence at this time.

CITRUS:

Navels, 12,685 acres. Navel orange harvest continues with over 25% of the crop picked to date. Fruit quality and size remain good. Cool weather during the month has tended to keep the mature fruit on the trees firm and in good condition for shipping. Production figures on groves picked to date substantiate our estimate of a 55% of average crop for the county.

Valencias, 6,418 acres. The new Valencia orange crop continues to look favorable. Though sizes remain small and the fruit is prematurely colored the recent rains with warm weather should promote favorable growth. A preliminary forecast of 70% of average for the county still holds at this time.

Grapefruit, 1,600 acres. The new grapefruit crop continues to grow well although size of fruit is below normal. Exposed fruit is showing signs of smog damage in the form of blemishes on the rind. This condition will down grade the fruit at harvest time. Under favorable weather conditions a 70% of average crop is forecast.

Lemons, 4,871 acres. Lemon harvest has been moderate to heavy during the month and will continue so in February. The cool rainy weather will help hold back fruit coloring and will also help size the smaller fruits on the trees. Scattered bud formations are developing throughout the lemon districts. Storage fruit continues to increase with domestic fresh shipments remaining stable and exports reduced. The crop estimate in the west end of the county is 100% while the overall average for the county is 93%.

NEGETABLE CROPS:

Vegetable crops reported to date are: Asparagus, 10 acres planted; Beets, 3 planted; Broccoli, 3; Cabbage, 40; Carrots, 3; Cauliflower, 14, acres planted, 10 harvested; Endive, 20 acres planted, 16 harvested; Lettuce, 4 planted; Onion, green, 1; Rhubarb, 60; Rutabaga, 3; Tomatoes, 1 (Hot House); Turnips, 15, acres planted, 4 harvested.

FIELD CROPS

Field crops reported to date are: Alfalfa, 16,371 acres planted; Barley, 490 planted; Bushberries, 7; Hay Grain, 5,221; Oats, 355; Pasture: Irrigated, 5,453; Other, 957; Sudan Grass, 12; Strawberries, 20.

NURSERY CROPS:

Cut Flowers, 9 acres planted: Fruit Trees, 1 planted: Ornamentals, 50, planted, 35 acres harvested; Rose: 1961-1962, 156, planted, 111, harvested; 1962-1963, 130.

This report is assembled from data supplied largely by district agricultural inspectors and reviewed and adjusted by other members of our department.

Boundaries Of Alta Loma High Are Set

At a breakfast forum Friday at Chaffey High School, Superintendent Allan G. Smith said the new Alta Loma High School will draw its student population from within the boundaries of Alta Loma, Central, Cucamonga and Etiwanda Elementary school districts.

The new high school at Base Line and Carnelian is expected to open in the fall of 1963 with no senior class. Sophomores and juniors who live in the four districts will be transferred from Upland High School.

Upland High is expected to have 2,150 students next year with an intended capacity of 1,800. The transfers to the new school will cut the Upland student population to below the 1,800 capacity.

The new Alta Loma High will contain three team teaching areas where large-group instruction may be held.

Construction is expected to get underway about the middle of March.

Area Soldiers Participate In Exercise

Army PFC Edwin R. Shrosbree Jr., whose parents live at 8810 E. Ninth St., Cucamonga, and PFC Louis Hernandez, whose wife, Mary Helen, lives at 1427 Bowen St., Upland, are participating with other personnel from the 4th Infantry Division in Exercise Long Thrust II in Germany. The exercise is scheduled to end Feb. 12.

Three battle groups and their supporting units, numbering more than 6,000 troops were flown to Europe in one of the Army's largest peacetime deployments overseas. The 4th, which is regularly located at Fort Lewis, Wash., is a major Strategic Army Corps (STRAC) unit.

This exercise was designed to provide the participating units with long range mobility training and to test their combat readiness.

Shrosbree, a medical specialist in Company A of the division's 4th Medical Battalion, entered the Army in October 1960 and completed basic training at Fort Ord, Calif.

The 24-year-old soldier is a 1955 graduate of Chaffey High School. Before entering the Army, he was employed by Airlandlers in Rialto.

Hernandez, a machinegunner in Company B of the division's 22d Infantry, entered the Army in November 1960 and also completed basic at Fort Ord.

The 24-year-old soldier, son of Mr. and Mrs. Esquel Hernandez, 155 Euclid Pl., Upland, is a 1956 graduate of Chaffey High School in Ontario. Before entering the Army, he was employed by Ron El Car Wash in Ontario.

THE CASE of the disappearing pancakes is shown by Upland High School senior Jim Perkins at the Saturday morning pancake breakfast put on by the senior class. The annual event is held to earn money for the senior graduation party. Ingredients were donated by parents who also did the pancake 'flipping'. Seniors not only ate plenty of pancakes, but had the serving and clean-up chores.

Orange Show Queen Contest Issues Call

Youthful beauties in nearly forty Southern California communities are polishing up their queenly techniques in preparation for the annual contest to select the California Orange Queen to reign over the National Orange Show in San Bernardino March 15-25.

The California Orange Queen, who will serve the state's vast citrus industry during 1962, will be selected in a lavish "Parade of Pulchritude" in Swing auditorium the opening night of the citrus classic, March 15.

Forty girls, representing as many communities and organizations in the Southland, usually participate in the contest.

Winners of community contests will arrive at the National Orange Show Administration building at 1 P.M. on Tuesday, March 13. Together with their chaperones, they will be taken to the California hotel for personal interviews, according to Fred Burmester, queen contest chairman. Rehearsals will be held in Swing auditorium at 4 p.m. that day.

Deadline for community contests, according to Burmester, is March 2

Advancements Of Boy Scouts For '61 Told

The Old Baldy Council of the Boy Scouts of America last year recorded a great gain in the number of its members who became Eagle Scouts during 1961. Mr. John Strona, Jr. of Chino, chairman of the council's advancement committee, reported.

"A revealing finding of a study shows that Scouts overwhelmingly approve of the Boy Scout ranks and recognize them as a means of distinguishing themselves," said Mr. Strona. "We see advancement as a source of motivation and incentive," he continued.

Advancement skills by themselves have little meaning. But when they are thought of in terms of a boy's preparedness to help other people, acceptance of responsibility, and action to meet responsibility, they take on vital meaning. Mr. Strona commented.

Last year 600 boys in the Old Baldy Council attained Second Class rank; 317 became First Class; 157 reached Star Scout; 52 became Life Scouts and 37 attained the highest rank of Eagle Scout.

In 1960 some 21,175 Scouts and Explorers throughout the nation attained the Eagle Award, and increase of 3,815 over the previous year.

Scout leaders feel that the advancement record is evidence of real growth and a development experience on the part of thousands of Scouts Advancement becomes the means of placing attainable and attractive goals in the pathways of boys.

A. H. Bridge Elected Cucamonga Mesa Growers President

At the organization meeting held in January, the following officers were elected to serve the members of Cucamonga Mesa Growers for the ensuing year: President, Arthur H. Bridge of Alta Loma, 1st. Vice President, Ralph A. Sage of Cucamonga, 2nd. Vice President, R. H. McLennan of Alta Ooma, Secretary-Manager, M. E. Henderson of Upland. Other directors are J.F. Grass Jr., of Alta Loma, D. E. Schowalter of Cucamonga and Bob Marriott of Upland.

J. F. Grass Jr. will be the representative from Cucamonga Mesa Growers to the Board of Directors of the OK San Antonio Fruit Exchange and to Sunkist Growers Inc.

At the Annual Meeting of Members held in January at the Association Mr. R. F. Orton manager of the Southern California Farmers Association of Cucamonga spoke to the members present regarding the Mexican National program, and the Public Law No. 78 that was renewed this past year.

The pickers camp located on Arrow Highway in Cucamonga houses local pickers and has a maximum capacity of 1,000 men. Mr. Clyde Duncan, Assistant Manager of the OK San Antonio Fruit Exchange gave a report on the activities of the Exchange for the past year.

Prior to the opening of the meeting a moment of silence was observed in memory of Glen Shepherd who served this association as president the past year, Mr. J.A. Finley, manager of the Orange Products Company of Ontario, and Mr. P.C. Higginson, manager of the OK San Antonio Fruit Exchange.

The report of the manager traced the financial success of the Association from it's beginning in 1952 to the present time. For this period the Association handled an average of 675 cars, tree-crop of which 60% was lemons, and the balance oranges and and grapefruit. All obligations have been paid as per the original consolidation agreement, and this past year the Association made the revolution of it's first years revolving fund. All varieties were very light for the season.

Navel oranges averaged 104 field boxes per acre which was one of the lightest crops since 1918. Due to heavy pruning and a light set, the lemon production was only about 60% of average. The coming crop looks better and production will be improved. At this early date the Association has picked over 55% as many lemons as were picked last year, and there are four picks remaining.

Due to sub-division activity it is anticipated that there will be a decrease in citrus production in the local area the next several seasons. This will be more than off-set by new plantings in available areas from Yuma to Northern California.

Cub Pack I Holds Special Roundup Meet

Cucamonga Cub Pack 1 held a special Cub Scout Roundup meeting Jan. 30 at the Central School Cafetorium with many new boys signing up for the Cub Scout trail.

New committee members appointed at the meeting are: Michael E. Carey, 8926 San Bernardino Rd.; George Mason, 8224 Malachite; John H. Cunrod, 8257 Jadeite; and John Tatum, 8363 Klusman, all of Cucamonga.

New Den Mothers are: Juanita Mason, 8224 Malachite, Den 2, assisted by Carmine Piercy, 8244 London Ave.; Angie Hill, 9135 Base Line, Alta Loma, of the new Den 6.

Plans were also formulated for the Pack 1, Cucamonga, Blue and Gold Banquet scheduled for 6 p.m., Tuesday, Feb. 20 at the Central School.

The coordinating committee for the banquet consists of Chairman Bert Lugo, Juanita Mason, Cleo Wolf, May Foster and Dolores Holloway, all of Cucamonga.

Also present at the Roundup meeting were: Thomas Ridenour, assistant Cubmaster; Fred Ryder, Cubmaster; Jerry King, Old Baldy Council representative; Shirley Ridenour, Frances Parks and Lucille Laub.

Swinging Stars Schedule Dance

The Swinging Stars Square Dance Club will sponsor a benefit dance with all proceeds going to the Pomona-Ontario Association for Retarded Children.

The event has been set for 7-10 p.m., Sunday, Feb. 11 at the Montclair High School cafeteria.

Dance callers donating their time will be Ronnie Cupp, Hillis Hauck, Fenton Jones and George Caudill. Also donating time to provide live music will be Ray Martin and Harry Raby.

Door prizes will be given.

The Swinging Stars Square Dance Club hold their regular dances at Sweeten Hall in Cucamonga. Club president is J. B. Jaquess of Upland.

Evening College Registrations Remain Open

Some late registration for Chaffey College Evening classes will be made on Wednesday and Thursday, Feb. 7 and 8 for classes that have not been filled, it was announced by Dr. Clarence Calhoun, Associate Dean of Instruction.

Registration will begin at 6:30 p.m. and continue until 9 p.m. in the Chaffey College Administration Building.

Late registration for daytime classes will continue through Friday, Feb. 9.

Transcripts should be on file for all regular students.

IN CUCAMONGA

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Complete Line of Liquors, Wines, Beer.

Complete Line of Cordials. Groceries!

Open Till 11:00 p.m. & Till 12:00 Fri.-Sat.

9677

Foothill & Archibald

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THE CHAFFEY COLLEGE Placement Office will expand its services this month to better serve students who are seeking part-time employment.

Beginning February 6 the college has arranged for a representative of the California State Employment Office, Mrs. Marjorie Roelen, left, to be available on campus every Tuesday and Thursday in Room 15, Administration Building. She will take applications and confer with students regarding both part-time and full-time employment.

Mrs. Lois Schwartz, right, will act as part-time placement secretary and will assist students in completing applications and in directing students to interviews with prospective employers.

Students seeking employment should contact either Mrs. Schwartz in the Student Personnel Office or Mrs. Roelen.

The Upland News

257 E. 9th St., Upland, Calif.—YUkon 2-1385

Thursday, Feb. 8, 1962

Dedicated To Building A Bigger And Better Community In Which To Work, Live And Relax

AN EDITORIAL

Public Urged To Hear Revitalization Talk

A PUBLIC MEETING has been set up at 7:30 p.m. Monday, Feb. 19, in the Upland City Hall to present a talk by the City Manager concerning revitalization of the Upland business district.

The talk will consist of slides, charts, a short talk. The speech, incidentally, is printed in full in this week's NEWS.

The main point that will be made by the City Manager is that times are changing in the commercial and downtown sections — and that shopping habits and the automobile, for example, have been studied and the results may be applied to Upland.

HE DOES NOT COME OUT with a proposal at all. However, the inescapable conclusion is that Upland should get on the ball and do something to hold its own in the "trade war" that exists today in this area.

THE MOST TELLING FACTS concern sales tax . . . which indicate that Upland is not gaining in retail sales, as are Ontario, Pomona, and nearby cities.

All the merchants of Upland Shopping Center, plus the Upland Chamber of Commerce members, City personnel, Planning Commission members, and everyone interested — landlords especially — are urged to attend this meeting.

It is expected that the discussion will revolve around planning how a plan may be obtained.

WE WANT TO REMIND EVERYONE, so that it is not forgotten, that a good deal of money has been spent on an individual basis in many cases toward improving store interiors, exteriors and especially back entrances to the new parking lots.

The additional parking spaces in the big lots are a noteable achievement of the merchants.

But life is constantly changing, and most of the businessmen and city officials are of the opinion today that still more remains to be done.

WE AGREE THERE IS ROOM for still further improvement, and hope that action will be taken at the meeting to keep the changing pace at an increased rate.

* * *

THE IDEA OF A MALL for a block or two of the Upland business district helped kick off the current quest for information.

At the present there is no definite plan for or against a mall. This will be considered, naturally, in the course of investigation. But the important point to remember is that many men will be THINKING about the problems of revitalization; and from this will come something constructive.

By all means, we urge everyone interested in the welfare of their entire city to attend this meeting and see the slides and thereby better understand what is needed.

NOTICE OF TRUSTEE'S SALE

On Thursday, the 15th day of February, 1962, at 9:30 A. M. at the North entrance of the County Court House, in the City of San Bernardino, County of San Bernardino, State of California, FIRST AMERICAN TITLE COMPANY OF SAN BERNARDINO, formerly LAND TITLE COMPANY OF SAN BERNARDINO, Trustee under that certain deed of trust executed by William T. Barrows and Ellen A. Barrows, husband and wife to LAND TITLE COMPANY OF SAN BERNARDINO, a California corporation, as Trustee as Trustor, Robert L. Larrison and Marjorie V. Larrison, husband and wife, as joint tenants as Beneficiaries dated Oct. 8, 1958, and recorded Oct. 15, 1958 in Book 4629, page 404 of Official Records of San Bernardino County, State of California, now the owner and holder hereof, will sell at public auction to the highest bidder for cash or lawful money of the United States of America, payable at the time of the sale, the following real property situated in the County of San Bernardino, more particularly described as:

Lot 35, TRACT 4650, as per plat recorded in Book 58 of Maps, pages 50, 51 and 52, records of said County.

Said Sale will be made, but without covenant or warranty expressed or implied regarding title, possession or encumbrances to pay the remaining principal sum of said note, to-wit: $7,083.33, with interest thereon at the rate of 6% per annum from 7-15-61, advances if any under the terms of said Deed of Transfer, fees, charges and expenses of the Trustee and of Trusts created by said Deed of Transfer.

The Beneficiaries under said Deed of Transfer by reason of a breach or default in the obligations secured thereby heretofore executed and delivered to the undersigned a written Notice of Breach and Election to Sell said property to satisfy said obligations and thereafter on 10-11-61 the undersigned caused said Notice of Breach and Election to Sell to be recorded in Book 557, page 450 of Official Records of San Bernardino County, State of California, and mailed a copy of said Notice by registered mail to:

William T. Barrows
2456 Ocean View Drive
San Antonio Heights
Upaind, California
Ellen A. Barrows
2456 Ocean View Drive
San Antonio Heights
Upland, California

FIRST AMERICAN TITLE COMPANY OF SAN BERNARDINO, formerly LAND TITLE COMPANY OF SAN BERNARDINO
By Edward Young
Assistant Vice President

Dated: January 16, 1962
First American Title Company of San Bernardino
323 Court Street
San Bernardino, California
Upland News —No. 757
Publish January 25; February 1, 8, 1962

Lt. Maher Training As Aviator

Marine 2nd Lt. Vincent F. Maher, son of Mr. and Mrs. Daniel W. Maher of 980 W. 13th St., Upland, is undergoing training as a student Naval Aviator at the Whiting Field Naval Auxiliary Air Station, Milton, Fla.

While at Whiting Field, students are trained in the single-engine, propeller-driven T-28 aircraft.

Instruction includes acrobatic and precision flying, followed by the principles of instrument flying and the use of radio equipment to navigate while flying "blind".

The final phase of training includes two- and four- plane formation flying and air-to-air gunnery, during which the student pilots fire at targets being towed over the Gulf of Mexicc.

Upon completion of the training, they report to Training Squadron Five at Saufley Field in Pensacola, Fla., to make carrier qualification landings, thereby earning the Navy's "Wings of Gold."

NOTICE OF ELECTION

NOTICE IS HEREBY GIVEN that a GENERAL MUNICIPAL ELECTION will be held in the City of Upland on the 10th day of April, 1962, for the following officers:

Three members of the City Council (full term)

The polls will be open between the hours of 7:00 A.M. and 7:00 P.M.

Hazel M. Cassell,
City Clerk

Dated February 8th, 1962
Upland News —No. 761
Publish February 8 1962

NOTICE TO CREDITORS
No. 31184

SUPERIOR COURT OF THE STATE OF CALIFORNIA FOR THE COUNTY OF SAN BERNARDINO

Estate of MURRAY N. FIANCE, aka MURRAY NATHAN FIANCE Deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named dedecent that all persons having claims against the said decedent are required to file them, with the necessary vouchers in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at 867 W. 11th Street, Upland, California which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

Dated Jan. 25th, 1962

BEULAH M. FIANCE
Administratrix of the Estate of the above named decedent

SELTZER, FRIED & NOTRICA
3860 Crenshaw Blvd.,
Los Angeles, Calif.
Attorney for Administratrix
Upland News —No. 760
Publish February 1, 8, 15, 22, 1962

Students Attend Science Confab At Harvey Mudd

The First annual Student Science Conference, sponsored by the Harvey Mudd College Student Body, will be held on campus, Saturday, Feb. 17.

From Upland High School Ed Stadler, John Wood, Gary Desilets, Hugo Rossitter, Michael Kowalski, Fred Perry, and David Alderman will participate.

Prizes will be awarded for written reports on an area of science submitted prior to the conference and also for a short written test which the students will take at the conference.

A grand prize of $100 is offered, with $50 going to the best report in various scientific fields. Books will be given to winners of first and second places in the test.

The purpose of the conference is to acquaint students with what a college education in science involves. During the conference, students will hear lectures by professors about chemistry and physics with lab demonstrations by Harvey Mudd students.

Awards will be presented after lunch.

IOOF, Rebekah Sponsors Heart Fund Breakfast

Euclid Lodge No. 68 IOOF and the Silver Link Rebekah Lodge No. 254 will jointly sponsor a 'Heart Sunday Breakfast' from 7:30 to 11 a.m. Sunday, Feb. 11 at the Upland Odd Fellows Hall, 233 N. Second.

Proceeds from the 'all-you-can-eat' breakfast of bacon, ham, eggs and bisquits will go to the current Heart Fund drive.

NOTICE TO CREDITORS
NO. 31244

SUPERIOR COURT OF THE STATE OF CALIFORNIA FOR THE COUNTY OF SAN BERNARDINO

Estate of PERLEY A. CROOKS, deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them with the necessary vouchers in the office of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the office of Busch, Maroney & Garner, 367 North Second Avenue, Upland, California which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

Dated January 23, 1962

s/ Lloyd Tuckness
executor of the will of the above named decedent

BUSCH, MARONEY & GARNER
367 North Second Avenue
Upland, California
YUkon 2-1561
Attorneys for executor
Upland News —No. 759
Publish February 1, 8, 15, 22, 1962

Comments From the

SWIVEL CHAIR

by Glen Young

We're a bunch of suckers! I mean it. . .you, I and the guy next door. We're so wrapped up in the fact that we're Americans and are privileged to salute the flag and sing "the land of the free and the home of the brave" that we forget our freedoms are being taken from us slowly, BUT SURELY.

Just where are all these so-called freedoms that Americans were granted under the Constitution? How much of your money is being spent for the welfare of foreign countries? How much of your hard-earned income is going for the support of slobs who refuse to work?

First, let's get one thing straight. I'm an American and I'm proud that I'm an American. I wouldn't want to live in any other country. I believe in the freedoms for which many of us risked our lives in past wars. . .yes, the freedoms that many died for, BUT, I want to keep some of that freedom and I'm sure you do, too.

Man can progress in the right direction only under freedom. The fight against tyranny is almost as old as time itself. But, here we are, existing under an approaching tyranny that we brought upon ourselves. We are being reduced to a flock of timid individuals in a socialistic society that is still labeled as a Democracy.

How long has it been since you've read the Constitution of the United States?. . .or for that matter, just the preamble? Remember this? ". . . promote the general welfare, and secure the Blessings of Liberty to ourselves and our Posterity. . ."

This word "welfare" has been carried too far! We're certainly "promoting the general welfare", but not in the sense it was intended. We've almost become a welfare nation. . .indeed, heading for a socialistic nation.

Socialism is not clearly defined, but is based on a classless society with the socialization of property. In a Democracy, we believe that as a man applies his talents and develops the necessary skills, he has a right to rise from lower to higher status. Our Democratic system is real as long as the opportunity for advancement prevails for those who try.

Now. . .what have we gotten ourselves into? We are letting this thing called 'government' be the shepherd for American citizens who have gradually been reduced to the lowly flock! We are permitting earnings that are rightfully ours to be diverted into the pockets of those who will not work. We're letting 'big government' take over the responsibilities that are rightfully the individuals.

Do you remember the old story that if you drop a frog into boiling water, he'll immediately jump out - but, if you put him in cool water and gradually increase the temperature, you can cook him before he realizes he is in serious trouble?

Our welfare aid water (and our foreign aid water, for that matter) is coming to a boil. As Americans, we will find ourselves in the role of the hapless frog unless we do something about it.

Our Constitution is not outmoded. . .it is good for all time. Freedom is our basis for a happy and productive society.

I can't find where any agency or department of the government (and WE are the government) is authorized to have the power it is forcing upon us.

How much of our money, controlled and allocated by state and federal government representatives, is actually being spent in agreement with our individual thinking. Do you want to continue paying political expense accounts? Do you want foreign countries to siphon off the dollars intended for our families' happiness? Do you want the lazy live-off-society bums to continue draining our pocketbooks?

To help somebody in need is one thing, but to constantly support those who will not lift a hand to be good Americans is utterly ridiculous.

We'll probably continue, however, to sit back and say "how can you fight government"? This word 'government' has become a big and frightening thing. . .we forget that WE are the government and have elected certain individuals to represent our way of thinking. . .to enact laws and protect the property that is rightfully ours.

Apparently, these representatives are too remote for us to control. They are intended to be the voices and actions of their constituents, NOT the puppets of iron-clad regulaions that 'take from' and never 'give to'.

Here's what I'm driving at . . .just stop and think of the multitude of various and sundry taxes that are imposed upon you, day by day, month by month, year by year. Many kinds of excise taxes. . unemployment taxes. . . income taxes. . .use taxes. . . transportation taxes. . .luxury taxes. . .ad infinitum.

Granted, our governments, local state and federal, must have money to operate and this drain on our iintiative going too far? Shouldn't we stand up on our hind legs, as our forefathers did, and demand that our representatives do as WE want them to do? Why should we submit to centralized dictations to hand over our pocketbooks and lie down?

One of two things will happen, my friends. Either you and I and our neighbors will get wise and return to our society of freedom and free enterprise by placing the burden of our DESIRES on our duly elected representatives OR we'll become strictly a socialistic society where we will work for and on the demands of our leaders.

Americanism is a way of life we just can't relinquish.

NOTICE TO CREDITORS
No. 31278

SUPERIOR COURT OF THE STATE OF CALIFORNIA FOR THE COUNTY OF SAN BERNARDINO

Estate of WILLIAM HENRY FROST, Deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the office of Busch, Maroney & Garner, 367 North Second Avenue, Upland, California which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

Dated Jan. 31, 1962

s/ Chester N. Frost
executor of the will of the above named decedent

BUSCH, MARONEY & GARNER
367 North Second Avenue
Upland, California
YUkon 2-1561
Attorneys for executor
Upland News —No. 762
Publish February 8, 15, 22; March 1, 1962

College Gets $8,550 Grant

Again this year, the Fund for the Advancement of Education has indicated its interest in the Midyear Seminar on Human Understanding at Upland College by making a grant toward the support of the experiment in learning. The grant totaled $8.550.

The Fund, a subsidiary of the Ford Foundation, assists educational institutions interested in pursuing stimulating new ideas in education. The interest in the Upland Seminar came because the College has sought to discover a more effective learning procedure by encouraging greater independence on the part of the student.

The Fund was also attracted by the course of study focused on a significant issue and because the College has invited representatives of other colleges to visit during the Seminar to observe and learn from it.

The experimental Seminar involved all students and faculty for a two-week period which began January 22. The theme for the Seminar was, "The Role of the Individual in United States-Soviet Relations."

Uplander In New TV Feature

"Agriculture U.S.A.!", a new television series spotlighting the Kellogg Campus, makes its debut Feb. 10.

In color, the program will be seen each Saturday at 3 p.m. on Channel 4 (KRCA).

Four students — Larry Gilbert, Roger Taylor and Roger Kastner from the campus, and Bobbie Sosson of Upland High School — make up the discussion group, and Harrie Riley, another Cal Poly student, demonstrates sheep shearing.

Oliver A. Batcheller, chairman of the Ornamental Horticulture Department, emcees the series.

Guiding the show is John Stearns, a free-lance producer who has had a hand in such projects as the Armstrong Circle Theater and the first Steve Allen Show.

R. "Doc" Livingston, of the National Broadcasting Company staff, is the director.

"We're aiming the program at young people who know little or nothing about agriculture," Stearns says, "and we want to present it in an entertaining and informative way."

Long interested in agriculture — "I own a farm in New Hampshire, but I've never raised anything but actors" — Stearns feels the program is vitally needed.

"If the future of America is in the hands of young people, then that future is dependent upon a healthy, growing agriculture," he says.

"And there is a need for people to know about the fascinating careers in agriculture."

To prove his point, Stearns leads off the series with a program about sheep raising.

Opening with a bottle-fed lamb, the show utilizes filmed and taped scenes from the campus and the knowledge of guest expert Harry McLachlin of the Animal Husbandry

The initial show sets the basic format for the series—two Future Farmers of America and two 4-H Club members; a guest expert; pertinent films, slides, and graphs; live animals; a question and answer period; and a summary by host Jolly Batcheller.

Stearns hopes that "Agriculture U.S.A.!" will be more than just a Los Angeles area show. If it catches on, it may be seen throughout the country.

Freeman Statement

Orville Freeman, U.S. Secretary of Agriculture, says this, in part, about the new series:

". . .this program tells a wonderful success story of agriculture to the farm and city people alike. I would like to point out that America's two billion dollar investment in agriculture makes it the nation's biggest endeavor, and a vital segment of our national economy.

"More than that, the abundance produced by our effective, dedicated farmers and ranchers is a powerful force for world peace. This is a story to be told with pride. . ."

Highlander Topics

by Ragna Olausen

Good news for you, Highlanders, in case you don't already know. Next Monday is a holiday, in honor of Lincoln's birthday. Remember, this and Feb. 22 are the only two holidays between now and Easter, so enjoy it!

It seems that the Senior Pancake Breakfast was quite successful with over 1,000 tickets being sold.

Speaking of Seniors, wasn't that a great assembly last week? The kids worked real hard at it. On February 14 they will put it on for their parents. All Senior parents are invited to attend this performance regardless of whether or not their son or daughter participated in the assembly.

A cast party will follow this performance.

Many of you may have noticed a pretty, bright-eyed new senior miss on campus. She is Mary Earl Skewis' Australian sister who will live with the Skewis' for the rest of this year. Anne Anderson will be going to Upland, and she will be participating in our activities.

It seems that the juniors have gone wild over yo-yos. But, after the Senior assembly, you know who the champ is!

Our basketball team has been putting on a fine show. They defeated Claremont by over 30 points last week. They need your support. Do you realize that there were as many people from Claremont at an away afternoon game as there were Highlanders at that contest? This is bad, so do someting about it.

On Friday, the team travels to Corona, and on Tuesday, we play Chino at Upland. Let's fill the bleachers at the game.

This may be getting to be old stuff, but our B's are leading the league in basketball, again this year!

The wrestlers met and overcame Rubidour in an unusual outdoor match last week. This is an exciting sport. Got to a match if you can. Next, the wrestlers travel to Colton on Tuesday.

Are Irene Martinez, Kathy Gibson, and Linda Laurr ever going to have it out at Yum Yum's? By the way, Linda hasn't missed a day of school yet this semester!

Thanks to Warren Atterbery, carol Stoney is still alive. She got a serious shock at a rehearsal in the gym. The moral is: respect the powers of electricity.

Next week is one which many girls wait all year for, and it's only four days long. That is, Backward's week. Among the activities planned by Sally Mertz and her cabinet is a volley ball game with the faculty vs. the senior girls.

This event will be held Wednesday night at a sports night to be held in the gym.

On Friday of this week, the assembly of the king candidates will be held. Look them over carefully, then make your choice.

To top things off is the Backwards Dance to be held Saturday night. So girls get your dates, (if you haven't already got one) and go on down to the cafeteria.

Backwards week is always quite informative, showing girls the problems boys have, and vice versa.

Anyway, live it up, girls!

George teVelde Gets UofC Degree

More than 150 students at the University of California, Davis, became candidates for degrees as the fall semester ended last week.

George teVelde Jr., of Upland got his degree in agricultural business management.

Candidates represent the College of Agriculture, College of Letters and Sciences, College of Engineering, and Graduate Division on the Davis campus.

State Sells $100 Million School Bonds

State Treasurer Bert A. Betts announced the sale of $100 million of School Building Aid Bonds to the lowest of three competitive bidders.

The average net interest cost of 3.1803 percent is the lowest in almost four years and below the national average for the first time in nearly six years.

Betts, in accepting the low bid by the Syndicate headed by the Bank of America noted that all three bids were actually below the National Bond Buyers Index figure of 3.35 percent and "continues the savings to the taxpayers made possible by the restoration of competition in California bond sales."

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SAVE $ up to 275 over conventional pickups!

New Falcon Ranchero offers passenger car styling and handling ease with 800-lb. capacity in a 6-foot box. It's low, easy to load. Tailgate lowers with one hand, locks tight automatically. Gas mileage in certified tests: up to 30 miles per gallon. Priced $275 lower than conventional pickups.* (Panel model also available.) Buy while the "Big Ford Push" is on to outsell all competition—with lower prices, bigger trade-ins—between now and March 10th!

*based on a comparison of manufacturers' latest suggested list prices.

Save on over 600 models of Ford trucks during the "big FORD push"

Browse in Our Complete MAPLE Shop.

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Chamber Managers Explain Local Organization's Work

By California Association of Chamber of Commerce Managers, Inc.

Mr. Businessman, Mr. Professional Man, Mr. Industrialist —do you know about your Chamber of Commerce?

. . .and how it coördinates?

. . .for community betterment, citizenship, good business, growth, and provides strength in unity?

* * *

ACTIVITIES

A Chamber of Commerce works within a highly localized framework of the community.

As an organized group, it represents unified strength in the presentation of community needs to governmental authorities. Community betterment is also achieved through development of industry and trade and civic improvement programs.

To the public, the Chamber is the city's advertising agent.

The close association maintained by the Chamber with local clubs and organizations builds a strong foundation for good community relations.

Chamber activities, conducted by the business and professional people of the community, make for better coordination of the city as a whole.

* * *

OPERATIONS

Most Chambers of Commerce are patterned after business corporations.

Primary responsibility rests upon a board of directors which is elected annually by the Chamber membership.

Candidates are usually chosen through a nominating committee appointed by the president of he existing board, or by the board acting collectively.

The chosen directors, in turn, select a president, vice-president, secretary, and treasurer from the board.

Chambers also utilize the committee system in their operations. Standing and special committees are appointed by the president of the board.

The only paid employees are the manager whom the board selects, and such staff as is necessary.

The board prepares the annual budget and approves all disbursements of funds.

* * *

SERVICES

Since a great part of the local Chamber's activity is devoted to local matters, it may often be regarded by citizens as the central service bureau of the area.

Some of these services include the maintenance and distribution of an active flow of literature such as reports, surveys, maps, travel folders, directories and community events data.

Correspondence, telephone use, and personal interviews make these services available to everyone.

This cross section of central services within the community has a coordinating and unifying influence which touches, county, state, and national interests as well as local.

The Chamber is instrumental in bringing more money into the community by attracting new business, thus increasing local buying power.

It has a voice in the solving of such municipal problems as zoning, parking, licensing, taxation, voting, education, transportation rates, and legislative measures.

The Chamber also directs the city "at play" inasmuch as it often sponsors such events as parades and community fairs in which many citizens take part.

FINANCING

The Chamber of Commerce is a non-profit organization.

Primarily, its finances for operation come from the members although, in some instances, a Chamber also receives a share of its support from the city, county, or other sources.

Each member -business, industrial, and professional - pays annual dues.

The support their Chamber of Commerce in order that the organization may exist for the personal representation of each business in the locale.

Their membership is an investment in their own business stability through the healthy growth of the community.

* * *

MEMBERSHIP

Businesses, professions, and industries of the community (and some outside the local area) provide individual memberships voluntarily.

Among special considerations extended to members are such conveniences as regular mailings of State and National activities, local and national voting voice in shapings of legislation, and participation in civic planning.

Those members who serve on committees of the Chamber are in even closer touch with local and national affairs, from the birth of ideas to culmination.

The only prerequisites for membership in the Chamber of Commerce are the desire to serve the community, and dues —every sincere citizen is eligible for the privilege.

* * *

HISTORICAL

In 1768, the New York State Chamber was organized.

It was the first in America and even preceded the Declaration of Independence.

The establishment of the first local Chamber.

People found that a local Chamber of Commerce affiliated with the National and community a concerted voice in national as well as, local affairs.

More than 4,000 Chambers of Commerce operate throughout the United States today.

The successful united efforts of Chambers throughout the county prove the strength of unity, with the local Chamber as the core.

As a non-sectarian, non-partisan group of dedicated servants of the community, the Chamber of Commerce represents each citizen equally and collectively.

YOUR OPPORTUNITY — BE REPRESENTED — with a membership in your Chamber of Commerce

THE ALL-AMERICAN Red Heads . . . here Feb. 21

Money Saver Recognized At GD Plant

Twelve men who saved general Dynamics ..Pomona a total of $182,365 during 1961 are in the running for the annual "President's Award" for cost improvement.

The award is given each year to the salaried employee who "contributes most" to the cost improvment program. It consists of a suitable plaque and a $250 gift. The winner's name is also engraved on a permanent plaque which remains in the plant.

Those qualifying for the 1961 award include Edward E. Hanzlik of 7532 Camino Norte, Cucamonga; Howard E.Knox of 9634 Carrillo, Montclair; Cecil L. Penland of 8535 Ramona St., Cucamonga; J. Andrew Pomeroy of 1582 Columbine Way, Upland, and Andrew J. Willard of 5372 Yale, Montclair.

UHS Boosters To Sponsor 'Red Heads'

Those sensational Queens of Big Time basketball, the All-American Red Heads, will appear in Upland at 8 p.m., Wednesday, Feb. 21 to take on the Upland All Stars.

The event will be sponsored by the Upland High School Boosters and the proceeds go toward UHS athletes.

Playing men teams only according to regular mens rules, the Red Heads win more than 100 games each season average of 7 games a week during a season.

The girls feature fancy passing, clever ball handling, deceptive play patterns, clever ruses, amusing routines and just good basketball.

Rosalie "Shorty" Kaschmitter, standing 6 feet 7 inches, is the world's tallest professional girls basketball player. She plays center and pivot for the Red Heads and is said to be able to "palm a basketball like a monkey can a peanut."

The Upland All-Stars, a team of high school coaches, will be out to cut down the Red Heads to their size.

A Great Britain doctor suggested the use of cow's milk as an emergency treatment for first and second degree burns. He recommends the immersion of the burned area in milk.

Hospital Notes

Admitted to the San Antonio Community Hospital, Upland, were:

Billy Max Harmon, 2325 Broadview, Upland, on Jan. 31 for medical care.

Richard O. Wensorski, 17, of 1256 Monte Verde St., Upland, on Jan. 31 for surgery.

Mrs. Abraham Mehlman, 216 E. 20th St., Upland, on Jan. 31 for medical care.

Mrs. Le Grand Carpenter, 2470 Electric Ave., Upland, on Jan. 30 for surgery.

Mrs. Augustin Guerrero, 8739 Turner Ave., Cucamonga, on Jan. 30 for surgery.

Lowell D. Hays, 872 N. Fourth Ave., Upland, on Jan. 30 for medical care.

Pearl A. Moore, 7175 Agate St., Alta Loma, on Jan. 30 for surgery.

Nasario R. Zabala, 128 N. Eighth Ave., Upland, on Jan. 30 for medical care.

Robert A. Cunningham, 3½, of 9231 Harvard Pl., Cucamonga, on Jan. 29 for medical care.

Dismissed from the San Antonio Community Hospital, Upland, were:

Mrs. Floyd B. Brown, 570 W. Arrow Hwy., Upland, on Jan. 29 following surgery.

Mrs. B. C. Engle, 905 N. Fourth Ave., Upland, on Jan. 29 following surgery.

Mrs. Richard J. Crane and her son, 9859 Alpine St., Cucamonga, on Feb. 1.

Robert A. Cunningham, 3½, of 9231 Harvard Pl., Cucamonga, on Feb. 1 following medical care.

Harold E. Bell, 10, of 656 Shasta Way, Upland, on Feb. 1 following medical care.

Nasario R. Zabala, 128 N. Eighth Ave., Upland, on Feb. 1 following medical care.

Molly Gutierrez, 6, of 9770 Main St., Cucamonga, on Jan. 30 following medical care.

Mrs. Frank C. Caindec, 1381 E. Ninth St., Upland, on Jan. 30 following surgery.

Milton W. Cooke, 824 D Redding Way, Upland, on Jan. 3 following surgery.

Mrs. Robert R. Slette, 617 Palm, Upland, on Jan. 30 following surgery.

Bobbie Lynn Rauh, 8, of 10244 Norwick, Cucamonga, on Jan. 30 following surgery.

Phillip R. Schulz, 2465 Forman, Upland, on Jan. 31 following surgery.

Mrs. Darwin E. Roland and her daughter, 152 N. Twelfth Ave., Upland, on Jan. 31.

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Complete representation in the Yellow Pages will bring more customers to your door. And you can be sure of reaching many more buyers by listing under additional classifications.

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Corvair 700 Station Wagon. Extra load space in that trunk up front.

Bel Air 6-Passenger Station Wagon. Roomy hauler with a rich appearance.

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Want a wagon? Chevrolet's got a dozen dandies. Five Jet-smooth king-sized jobs, for instance. Three frisky Chevy II wagons—with lots of luxury, load space and a low, low price. Plus four rear engine Corvair wagons like no other in the land. Find the one for you in this versatile variety at your Chevrolet dealer's.

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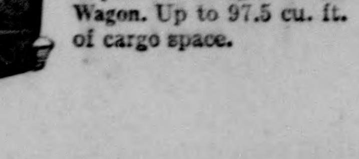

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ROUND STEAK
SWISS CUT 63¢ lb
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Prime Rib ROAST
LARGE END — WELL TRIMMED
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3 lbs. 1.00

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'Let's Not Retreat In The Trade War'

(Editor's Note: City Manager Elwin Alder presented a talk last week to both the Upland Rotary Club and the Upland Lions Club urging a revitalization program for the Central Business District. Following is the complete text of Mr. Alder's talk).

The American public has passion for owning and operating automobiles. Before the last war automobile ownership reached a peak of 30 million. By 1955 it had risen to 51 million. The nation will far exceed the estimate of 70 million cars in use by 1965.

In California alone, there are today 9 million automobiles and 16 million people. From the figures it is easy to deduct that if all the people in California, sitting two to a seat, were seated at one time in the front seats of the vehicles registered in this State there would still be one million unoccupied.

It is also interesting to note, during 1961 one in nine houses built was a house on wheels. Over four million people are living today in houses on wheels.

This nation on wheels is creating a distinct era of change: change in our living habits, change in our social behavior, change in our recreational desires, and change in our buying patterns.

People will travel 30-60 miles each way to and from work so that their residence can be maintained at a particular place of their own choosing.

Driving 100 miles round trip during an evening to attend a social function is an every day affair.

A trip to the river to ski; a trip to the beach to swim; a trip to the mountains to fish, hunt, or just relax, any one of which may have required a 100-500 mile trip, is a regular weekend practice.

Buying Patterns Influenced

The mobility of Mr. and Mrs. America has strikingly influenced their buying patterns also. Shoppers don't seem to mind driving 10 to 35 miles to shop. But the amont of walking they will do to reach a retail outlet is pretty well limited.

A study made by the Institute of Transportation and Traffic Engineering of the University of California revealed that a shopper will walk 260 feet if he plans to shop 1-15 minutes; 460 feet if he plans to shop 30-59 minutes; 575 feet if he plans to shop 2-3 hours; and 630 feet Over 3 hours.

With super highways conveniently located which provides easy access to and from the many huge new shopping centers spotted throughout the urban areas, Mrs. Houswife is easily attracted to these area. easily attracted to these areas. With alternate facilities available she can well afford to give due consideration to the convenience factors involved in shopping trips including traffic conditions, parking accommodations, walking distances, possibility of accomplishing several errands on one trip, and having a large selection of goods from which to choose.

The shift of shoppers interest from the downtown to the suburban shopping centers has risen from a ripple to a cascading wave. The drifting away from the Central Business District to the outlying shopping centers is happening to the merchants as well as the shoppers. It is causing a marked erosion of the commercial base in many communities.

Let's take a look at some of the factors influencing a shoppers' choice: In a Central Business District there is often difficult access, inadequate and inconvenient parking, physical deterioration, mixed land use, limited room for expansion and noticeable absence of aesthetic qualities.

In a Shopping Center there is usually good access, convenient easy parking, new well lighted modern facilities, complimentary land use, adequate well-planned floor space and peopel find it designed to provide inviting atmosphere and restful beauty.

A large percentage of the cities we know today just grew like Topsy. There was no planning. People with matchless fortitude and obstinate determination blazed a new frontier. Cities just came into being.

Today transportation facilities center around the cities. In bygone years cities centered around the transportation facilities. Quite often they grew up along a trail, river, a good harbor, or along a railroad. The latter is what happened in Upland.

A land developer and promotor acquired all of the area between Euclid and Campus, and from the railroad north to 11th Street which constituted about 200 acres. The railroad at that time, 1889, was known as the L.A. & S.B. R.R. 59 blocks of uniform size were laid out over that area.

A real estate office was placed on the north side of "A" Street opposite the depot. This afforded the promoter the first opportunity to contact and buttonhole the people as they left the depot.

The block bounded by 4 streets where the Bank of America, Mitchell Plumbing, and Dr. Callow's office are now located was designated on the tract map as the Hotel Block. Small 22 ft. lots lined 1st Avenue, 2nd Avenue and 3rd Avenue up to "D" Street. 22 ft. lots also fronted on "A" Street. The remainder of the area was cut up for the most part into 50 ft. x 150 ft. lots.

Magnolia, as the subdivision was known, did attract attention and grow. One of the early inns or rooming house still exists on the north side of "A" Street, West of 2nd Avenue. Another is the Upland Inn on 9th Street.

Other hotels, one of which was located opposite the City Hall on 2nd Avenue, attracted people for many years. The site where the City Hall now stands at one time was occupied by a band shell where weekly concerts were enjoyed and long remembered.

Business Developed

Business frontage as we know has developed up both sides of 2nd Avenue as far north as "D" Street where the small lots ended. Business development on 1st Avenue and 3rd Avenues failed to materialize.

Many of you have witnessed or can easily visualize Upland's growth pattern since the early 1900's. Upland like hundreds of other cities across America must face up to some sobering facts today.

As long as competition was not present Upland's Central Business District had few worries. With formidable competition in neighboring cities and unprecedented competition which will be within the City in the next few years immediate steps should be taken to cope with this threatening problem.

Upland's Business district was designed and developed before high speed highways criss-crossed the valley; before high powered automobiles were a reality; before the medias of instant mass communication existed; before the whims, fancies and conveniences of shoppers were considered and before beautiful, inviting surroundings were a necessity.

Style makes business! It makes no difference whether it's style of a dress, style of a suit, style of a pair of shoes, style of a car, style of a house, style of a store or style of the center in which one shops. Style still makes business! The only apparent exception to this is the Volkswagon.

Unless we are alert to the dangers of this situation, unless appropriate action is forthcoming, the outlook for Central Business Districts can be bleak. Remedial action now may prevent a crash program later. We must not administer aspirin where major surgery is necessary.

We must recognize the changing situation under which we are living and doing business. We must understand that what was once a small isolated town with captive customers is becoming a part of a mushrooming metropolitan aera, with a part to play in the overall development, economy and operations of the area.

Many cities across the country have developed projects to revitalize the CBD and provide conveniences shoppers find in new shopping centers. Let's take a look at just 3 such cities.

Kalamazoo, Michigan

Kalamazoo is a city of little over 80,000 located in the State of Michigan. An exodus of shoppers from the CBD to outlying shopping centers had taken its toll on CBD property values. In 1956 real estate values dropped 10% below previous years. The people decided to take action. Two planning firms were requested to meet with City official and the business me nand discuss the proposal of a Central Business District plan including a mall.

Both firms emphasized that business located in the Central Business District had to support the undertaking from an enlightened self-interest viewpoint, if a planning study were to be undertaken and proposals adopted. A Downtown Planning Committee was organized. This committee raised funds for the study and engaged one of the firms to make the study.

The long range plan finally adopted, calls for a three stage transition in a Central Business District of 45 square blocks, from scattered to a concentrated land use; a Central Business District in which only a limited use of vehicles will be permitted.

Retail stores will be grouped in one section of the CBD, civic and cultural activities in a second, and hospital and research activities in a third. In all, approximately 20 square blocks will be utilized for parking, with no parking lot more than a five minute walk from the retail area.

The Mall, one phase of the Kalamazoo three stage project, has been completed. City Manager Elliott estimates that business in Kalamazoo has increased 23% since mall installation. 18 permits have been issued to remodel downtown business.

A side benefit, in addition to the number of people from other communities who visit the mall, is that Kalamazoo now has more prospects of new industry than it has had in the last 50 years. The increase to the present level of real estate values has more than made up for the cost to the City.

Rochester, N.Y.

Rochester, New York, is a city of approximately 320 thousand. It, too, has been faced with like problems.

During the mid 50-s 400,000 square feet of department store space was built in suburban shopping centers as against 1,500,000 sq. ft. of existing department store space in the CBD. This was sufficient to siphon off 25 to 30% of central district store sales.

A corporation known as Midtown Holdings Corp. was formed. Land in the very heart of downtown Rochester was purchased with private capital to the extent of 5½ million.

The downtown renewal plan has been described as one coming very close to a suburban shopping center downtown. A Midtown Plaza will turn seven acres of parking lots and isolated business into an inner downtown.

Physically it involves 30 store shopping area, an 18 story office building, restaurant, hotel, and bus terminal all connected by interior pedestrian ways. The plaza will be heated in the winter and cooled in the summer.

Midtown Plaza, as it is known, is the first of its character, its scope, and its approach. It is expected to add $8 million to the assessment rolls and produce $320,000 of new tax revenue. This $15 million dream will be completed this year, 1962.

Miami Beach

Miami Beach, Florida, is a resort center with an off season population of about 63,000. It is located at the southern tip of Florida on the Atlantic Coast. This city felt a marked business slump in 1960. At one period there were 2 dozen empty stores along one 8 block section of the C.B.D.

The merchants decided to take some action. Through the good offices of City officials and the determined responsible attitude of the merchants a plan was quickly developed and construction started.

The mall was completed in December of 1960 just 90 days after ground breaking.

Three conclusions can be reached regarding the effect of this mall at the end of the first year:

1. It has halted the down grading of property in this high quality shopping district;

2. It has reversed the trend of empty stores. One half of those stores empty the year before are now occupied;

3. It has attracted a large volume of foot traffic. A count by the city showed an increase of 50% over the previous year. One out of every three persons in Miami Beach is starting a rapid upward ment of the mall. Merchants report an increase in business since the mall was opened.

Where do we find Upland in this trade war of the 60's?

Where the population is starting an rapid upward climb, the sales tax revenue shows merely that Upland is holding it's own. Many neighboring cities, while showing good growth, reveal a much more rapid climb in sales tax returns indicating that Upland's business is going elsewhere.

Upland's Center Business District has met the needs of our people in the past. We must plan and build so it can continue to do this tomorrow.

Upland is a financially sound community. We must keep it that way for tomorrow. Upland's growth has been health and strong. We must keep it that way for tomorrow.

Upland is a quiet and peaceful city. We must keep it that way for tomorrow.

Upland is a city of beautiful homes and gracious living. We must keep it that way for tomorrow.

Upland is populated by energetic, friendly, thoughtful, well-informed people. We must keep it that way for tomorrow.

Upland has a thread of spiritual strength woven into the fabric of its very existence. We must keep it that way for tomorrow.

What we do today determines what our community will be tomorrow. Let us have faith in the future and power in the present. Let us plan and build a city that is dynamic and beautiful. One that will speak of the spirit of our people and symbolize everything good that grows around it.

Let's not retreat in the "Trade War".

COMMANDER Gene Alair of Upland, right, Executive Officer of the Naval Reserve Officers School at Pomona, presents a certificate for satisfactory completion of a course in Naval Public Relations to Lt. (jg) Robert H. Branch, also of Upland.

Such courses are voluntarily taken by officers on a non-pay status. This activity enables them to earn credits for promotion and to keep in readiness for active duty.

The course was instructed by a Navy Commander, Dr. Robert W. Miller, a practicing psychologist and speech pathologist in San Bernardino.

—Joe R. Watson photo

UHS Swim Schedule Is 'Toughest Yet'

According to Coach Jim Stewart, the 1962 schedule for the Upland High School swimming team is the toughest since the start of swimming at UHS.

The 1962 team will have three returningvar sity lettermen; Rick Strack, Jack Likins and Gideon Letz. The varsity will be made up primarily of boys moving up from last year's B and C teams.

All three teams, A, B and C, won 12 and lost 2 in 1961

Practice for the first meet on Feb. 6 against Montebello at Rosemead started Jan. 2.

"We have started the practice early," Coach Stewart said, "in order to give all the team members time to condition and make the varsity team. Most of the boys trying out are from Water Polo which will help them a great deal."

Some of the top meets this year include the C.I.F. relays in February; League Championship, April 13; Upland Invitational Tourney, April 7; Redlands Relays, March 9; Long Beach Invitational, March 23 and the Championships in May.

Team members include: Seniors, Dave Callow, E. Cutshall and Jim Kelber. Juniors: Gary Desilets, Richard Gardner, C. Johnson, G. Letz, Jack Likins, Jack Lincke, Joe Scanlon, Rick Strack, John Whittaker and Richard Vennum.

Sophomores: Mike Blessant, Dennis Coon, John Foody, Chris Hurst, C. Aylor, John Esslinger, Steve Ferguson, Jeff Nichols, R. Vickers, J. Kilmurray, Joe Marcotte, Gerald McAuley, Dennis Myskow and John Perry.

Freshmen: C. Adams, Jerry Bonds, Bob Jenkins, Bob Likins, Bob Martin, Bob Redner, Jim Scanlon, Tom Young and J. Swissler.

Team managers are Barry Smith and Marshall Miller.

Graduates going on to swimming in college include: Kirby Bonds, Rod Becker, Vern Murray, Arthur Smart, Mike Futscher, and Tom Strack at Chaffey College; Tom Chalberg and Doug Zwissler at Stanford; Pete Allen, Utah State; Doug Bartlett, Oregon State; Frank Lynch, San Francisco State and Gary Thompson, Colorado U.

UPLAND HIGH SCHOOL
1962 - Swimming Schedule

Tues. Feb. 6 Upland-Montebello at Rosemead 3:15
Fri. Feb. 9 Upland at Santa Ana 3:15
Thurs. Feb. 15 Redlands at Upland 3:15
Tues. Feb. 20 C.I.F. Relays Prelims at Morningside 7:00
Fri. Feb. 23 C.I.F. Relays Finals at El Segundo 7:00
Wed. Feb. 21 Palm Springs at Upland 3:15
Tues. Feb. 27 Upland at Riv. Poly 3:15
Fri. Mar. 2 Upland at Claremont 3:15
Fri. Mar. 9 Redlands Relays Prelims 3:30
Fri. Mar. 9 Redlands Relays Finals 7:30
Fri. Mar. 16 Anaheim at Upland 3:15
Mon. Mar. 19 Upland-Azusa at Montclair 3:15
Tues. Mar. 20 Long Beach Invit. Prelims 3:00
Fri. Mar. 23 Long Beach Invit. Finals 7:15
Thurs. Mar. 22 La Puente-Claremont at Upland 3:15
Mon. Mar. 26 Fontan-Chino at Upland 3:15
Thurs. Mar. 29 Chaffey-Montclair at Upland 3:15
Tues. April 3 Upland Invitational Prelims 3:00
Sat. April 7 Upland Invitational Finals 2:00
Thurs. April 5 Upland at Chino 3:15
Mon. April 9 Tri-County League Championships
Wed. April 11 Tri-County League Championships
Thurs. April 12 Tri-County League Championships
Fri. April 27 C.I.F. Championships
Tues. May 1 C.I.F. Championships
Thurs. May 3 C.I.F. Championships
Fri. May 4 C.I.F. Championships.

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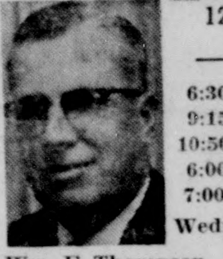

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